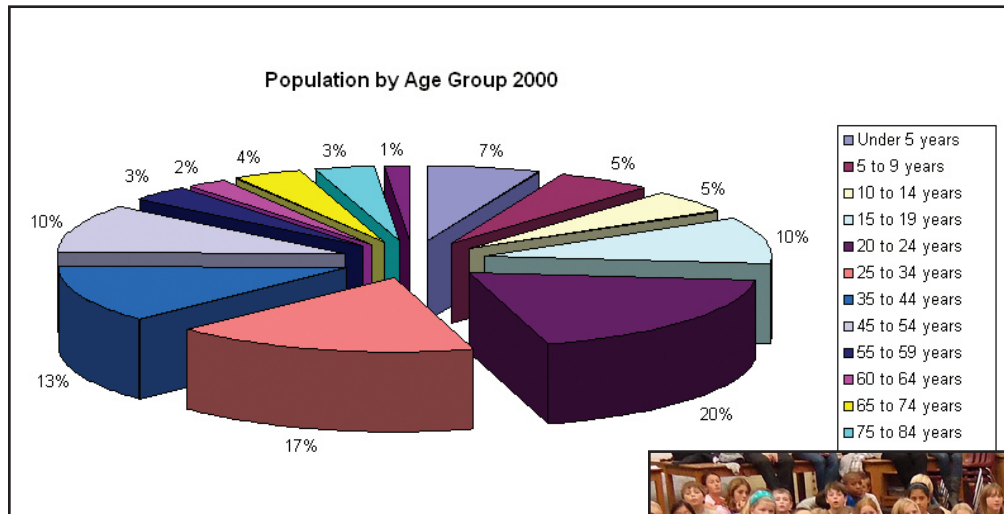


3

DEMOGRAPHICS



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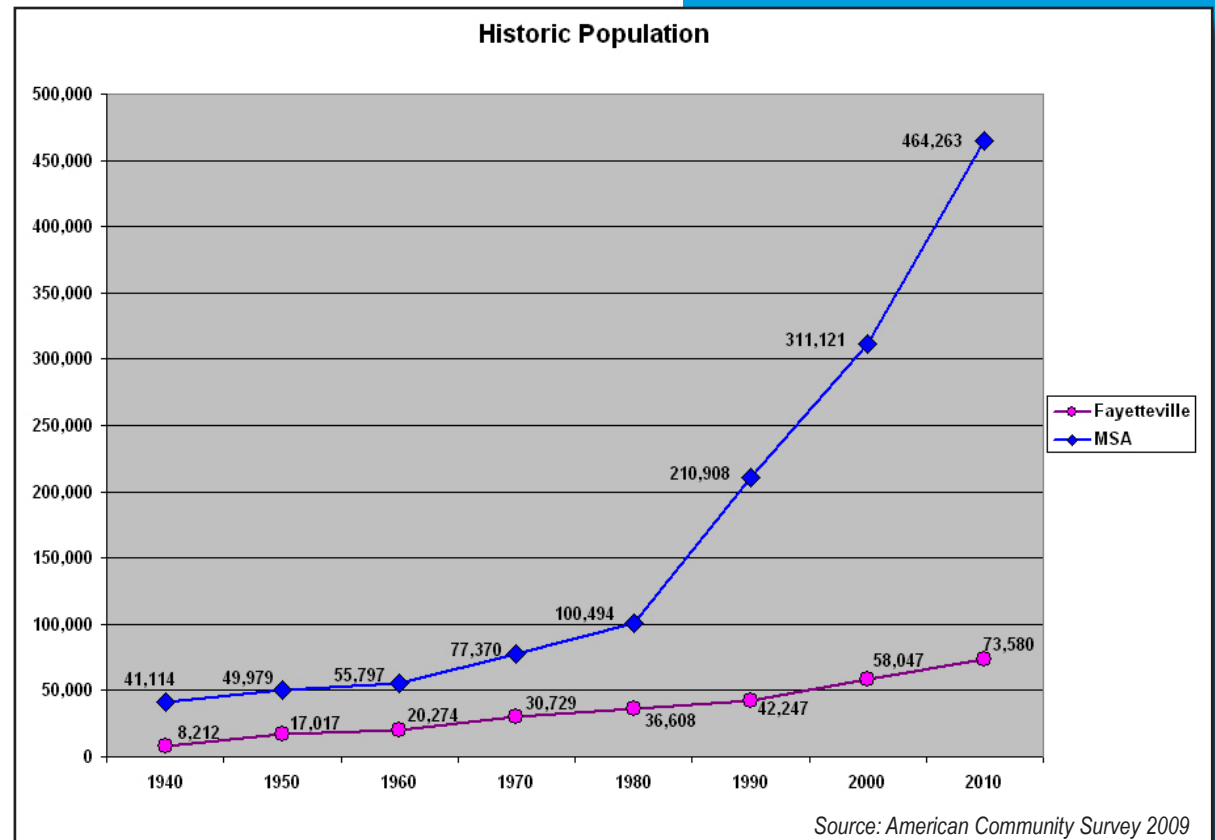


3.1 Population Trends

HISTORIC TREND. Viewed on a decennial basis, Fayetteville's 70-year population growth has been sporadic, affected in part by major annexations in the 1960s and significant growth in Northwest Arkansas between 1980 and 2000. As Table 3.1 shows, the greatest period of growth was recorded between 1940 and 1950 with a percent increase of 107 percent. Between 1950 and 1960, the growth rate declined to 19.1 percent. Between 1960 and 1970, the growth rate experienced another surge at 51.6 percent. Between 1970 and 1990, the growth rate remained relatively steady, varying between 15 percent and 19 percent.

CURRENT POPULATION. The 2010 Census found that Fayetteville's population is 73,580, an increase of approximately 27 percent from 2000. Approximately 28 percent of the 2010 population can be attributed to the presence of the University of Arkansas, which had a 2010 fall enrollment of over 21,000 students.

This continued increase reflects the growth in Northwest Arkansas, which experienced an increase of 49 percent in the same time period. Both of the increases are considerably higher than the increase in population for Arkansas. Due to growth in surrounding areas, Fayetteville's share of the region's population has dropped from 39 percent in 1970 to 16 percent in 2010, but has grown from 1.6 percent of the state's population in 1970 to 2.5 percent in 2010.



3.2 Gender

The American Community Survey shows a fairly even split between men and women in Fayetteville, the MSA and Arkansas, with little difference in the gender breakdown between 2000 and 2009.

3.3 Ethnic Origin

FAYETTEVILLE ETHNIC CHARACTERISTICS. Fayetteville experienced little change in the representation of different ethnic groups from 2000, with the exception of an almost two percentage increase in people who identified themselves as Hispanic. Approximately 86 percent of the population identified themselves as White and 6 percent as African-American, which is the second largest ethnic group.

The significant decline in the White population percentage in Fayetteville occurred between 1990 and 2000 when the White population dropped from 93 percent to 86.5 percent of the total. This decline was a result of significant increases in the African-American and Hispanic populations during the same time period. The number of African-Americans almost doubled between 1990 and 2000, and the Hispanic population more than quadrupled between 1990 and 2000.

**TABLE 3.1
GENDER**
Fayetteville, NW Arkansas, Arkansas (2000 & 2009)

Gender	Fayetteville		MSA		Arkansas	
	Population	Percent	Population	Percent	Population	Percent
	2009		2009		2009	
Male	36,415	50	220,276	50	1,388,745	49
Female	36,413	50	221,376	50	1,449,398	51
	2000		2000		2000	
Male	29,458	50.7	154,697	49.7	1,304,693	48.8
Female	28,589	49.3	156,424	50.3	1,368,707	51.2

Source: U.S. Census

**TABLE 3.2
ETHNIC ORIGIN**
Fayetteville (2000 & 2010)

Ethnic Origin	Population		Percent of Total Population	
	2010	2000	2010	2000
White	61,661	50,212	86	86.5
African-American	4,379	2,969	6	5.1
American Indian, Eskimo or Aleut	785	730	1	1.3
Asian or Pacific Islands	2,439	1,574	3	2.7
Other Ethnic Group	2,054	1,158	3	2.0
Two or More	2,262	1,404	3	2.4
Hispanic Origin (of any group)*	4,725	2,821	6.6	4.9

* Hispanics may consist of one or more of the above groups.

Source: U.S. Census



TABLE 3.3 ETHNIC ORIGIN NW Arkansas and Arkansas (1990 & 2000)				
	Percent of Total Population			
Ethnic Origin	MSA		Arkansas	
	2010	2000	2010	2000
White	81.1	89.4	78.5	80.0
African-American	2.0	1.3	15.7	15.7
American Indian, Eskimo or Aleut	1.4	1.4	.8	.7
Asian or Pacific Islands	3.7	1.6	1.5	.9
Other Ethnic Group	8.8	4.2	3.5	1.5
Two or More	2.7	1.9	2	1.3
Hispanic Origin (of any group)*	15.5	8.4	6.5	3.2

* Hispanics may consist of one or more of the above groups.
Source: U.S. Census



Razorback Football Game



Bikes, Blues and BBQ

REGIONAL TRENDS.

While Arkansas diversified in the last 10 years, Northwest Arkansas diversified even more. The White population declined by eight percent, while the African-American population increase by one percent, the Asian American and Pacific Islander population increased by two percent, and the population that self-identified as another ethnic group increased by over four percent. Notably, the Hispanic population increased by over 7 percent, almost doubling in population from 2000. This reflects the findings in a report completed by the Urban Institute and funded by the Winthrop Rockefeller Foundation in 2007 that found a significant increase in the Hispanic population in Arkansas overall and particularly in Northwest Arkansas.



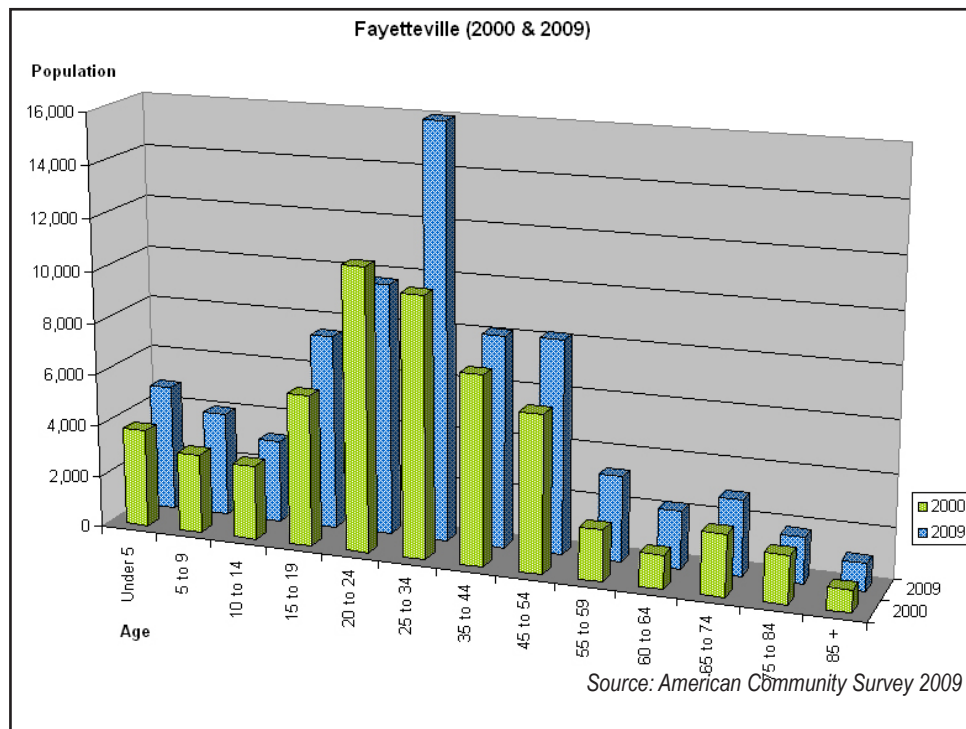
3.4 Age

FAYETTEVILLE AGE CHARACTERISTICS. Fayetteville has a relatively young population. The largest percentage of the population, at approximately 35 percent, continues to be between the ages of 20 and 34 years. This percentage is due in large part to the presence of the University of Arkansas and the undergraduate and graduate student population.

Like the nation, Fayetteville is experiencing an increase in the older population. Between 1990 and 2000, persons between the ages of 45 and 54 years increased by 81 percent. This age bracket increased again in 2009 from 6,066 to 8,228, an increase of 26 percent. The graph also shows a significant increase among persons ages 55 to 59. Fayetteville is often recognized by national publications as one of the best places to retire, which may also contribute to the population increases in these age brackets.

CHILDREN. Children represent a relatively small percent of the population. The percentage of children between the ages of 0 and 14 has remained fairly constant between 1990 and 2009.

Further, a report generated for the Fayetteville Public School District does not anticipate the number of school-age children increasing significantly over the next 10 years (McKibben Demographic Research, 2010).



REGIONAL TRENDS. The presence of the University of Arkansas becomes more evident when comparing Fayetteville age data with the larger MSA and Arkansas. The 2009 percent of population for ages 20 to 24 and 25 to 34 is significantly higher than that of the region or the state. Persons age 20 to 34 years represent 13 percent of the population in Fayetteville, 7 percent in the MSA and 7 percent in Arkansas.

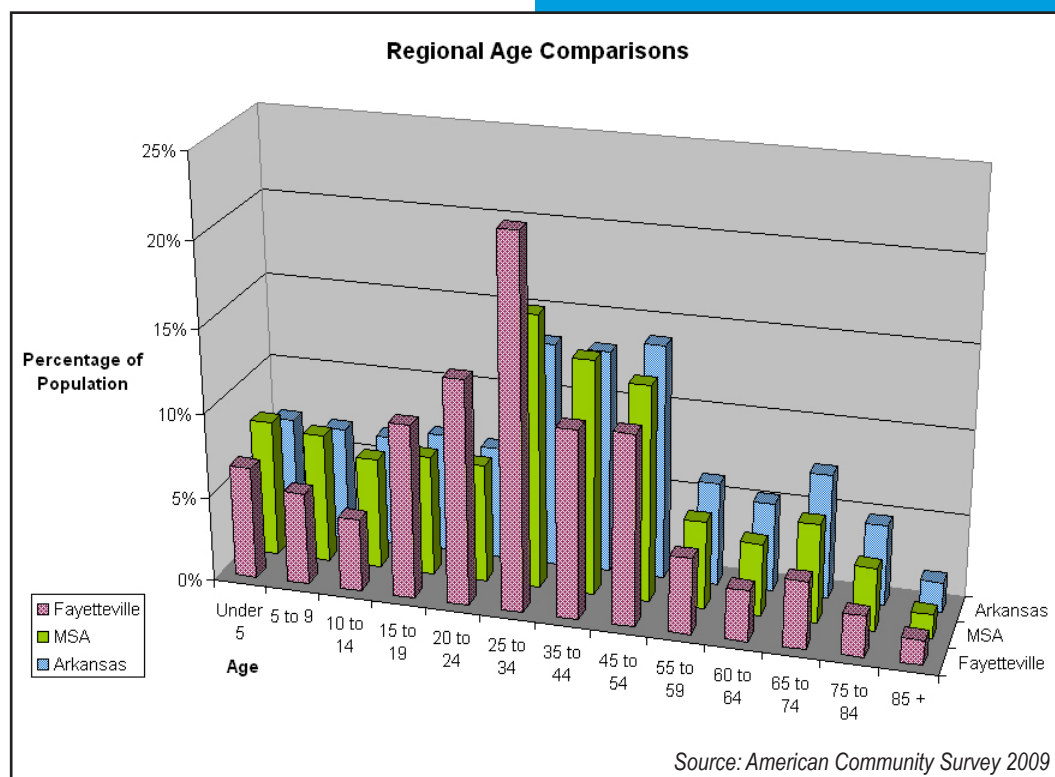
Fayetteville's children represent a smaller percent of the population than the region. In Fayetteville, children under age nine represent 13 percent of the population, while those children represent 16 percent of the population in the MSA.

Fayetteville also has a smaller share of persons over age 65 than the state or region. Persons over age 65 represent 7 percent of the population, while those persons represent 11 and 14 percent of the MSA population and Arkansas, respectively.

MEDIAN AGE. Median age is an indicator of the vitality of a population, representing the "middle," not the average, age of the population. Half of the population is older than the median age and half is younger than the median age. Fayetteville's median age is 28.4, significantly younger than the MSA and Arkansas, which have median ages of 33 and 36.9, respectively.

3.5 Households

The U.S. Census defines a household as all of the people who occupy a housing unit. Households are categorized as family and non-family. Family households include a householder and one or more people living in the same household who are related to the householder by birth, marriage or adoption. A non-family household is a householder living alone or with non-relatives only.



Household characteristics are diverse in comparison to the rest of the region. As of 2009, Fayetteville had a total of 30,531 households. The number of households has increased approximately 28 percent since 2000, when the number of households was 23,798. Approximately half are family households and half are non-family households. The percent of non-family households has remained fairly constant between 2000 and 2009 at 43 percent. This is inconsistent with the regional and state household numbers, where 70 percent of the households are families and 30 percent are non-families.

MARRIED COUPLES. Married couples represent the largest share of households, with 37 percent of total households. Almost three-fourths of the family households are married couples. The percent of households that are married couples remained constant between 2000 and 2009. The share of married couples in Fayetteville is considerably lower than the region, where 55 percent of all households are married couple households.

FEMALE-HEADED HOUSEHOLDS. Female-headed households with no husband present comprise 11 percent of all households, a slight increase from 10 percent in 2000. This is slightly higher than the region where female-headed households represent 10 percent of total households, but is less than 13 percent of state households with female headed households.

NON-FAMILY HOUSEHOLDS. The total number of non-family households was 14,758. The number of persons living alone comprise 35 percent of the total households, which is also fairly constant from 2000. Other non-family households also remained fairly constant between 1990 and 2000. The non-family share of households in Fayetteville is 43 percent, significantly higher than the MSA's 31 percent. In the region, persons living alone account for less than one-fourth of the households.

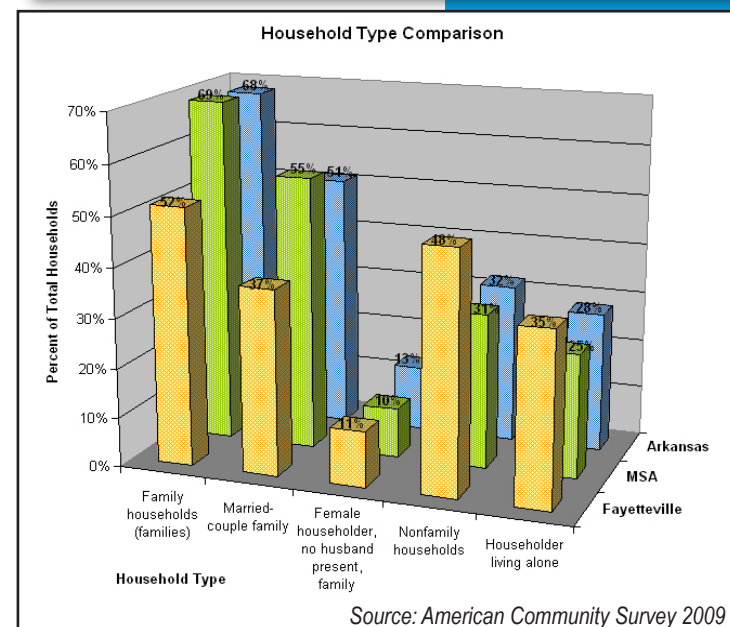
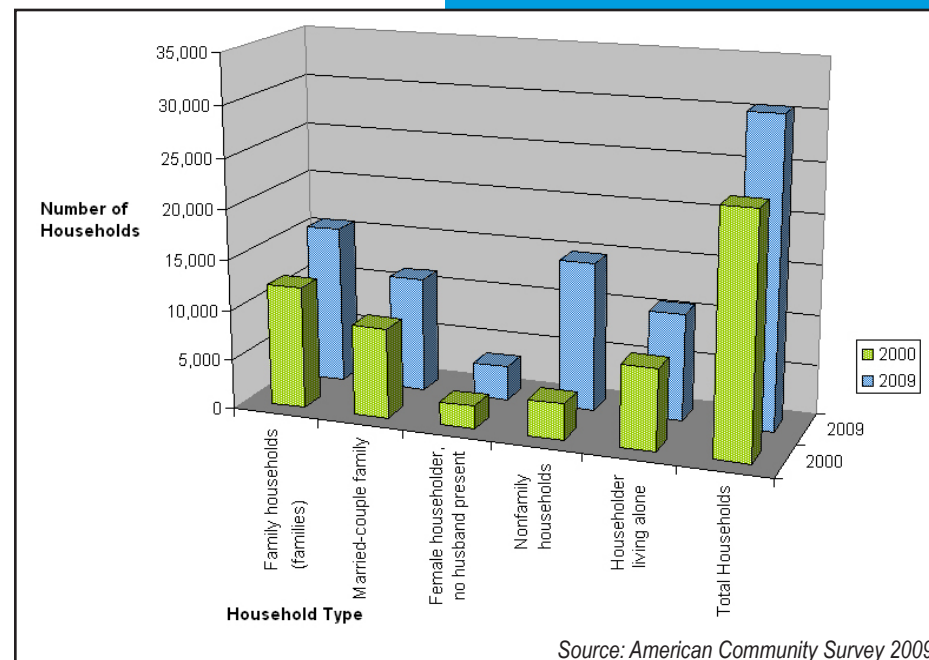


TABLE 3.4
HOUSEHOLD AND FAMILY SIZE
Fayetteville (2010 & 2000)

	Fayetteville		MSA		Arkansas	
	2000	2009	2000	2009	2000	2009
Average Household Size	2.21	2.2	n/a	2.69	2.49	2.48
Average Family Size	2.91	2.88	n/a	3.23	2.99	3.02

Source: U.S. Census, Social and Economic Characteristics, Fertility and Household and Family Composition: 1990; Table DP-1. Profiles of General Demographic Characteristics: 2000, 2010

HOUSEHOLD AND FAMILY SIZE. Compared to the region and the state in 2000, Fayetteville has the smallest average household size, 2.2, and smallest average family size, 2.88. Household and family size averages have remained steady since 1990, with only slight shifts for each average.

3.6 Educational Attainment

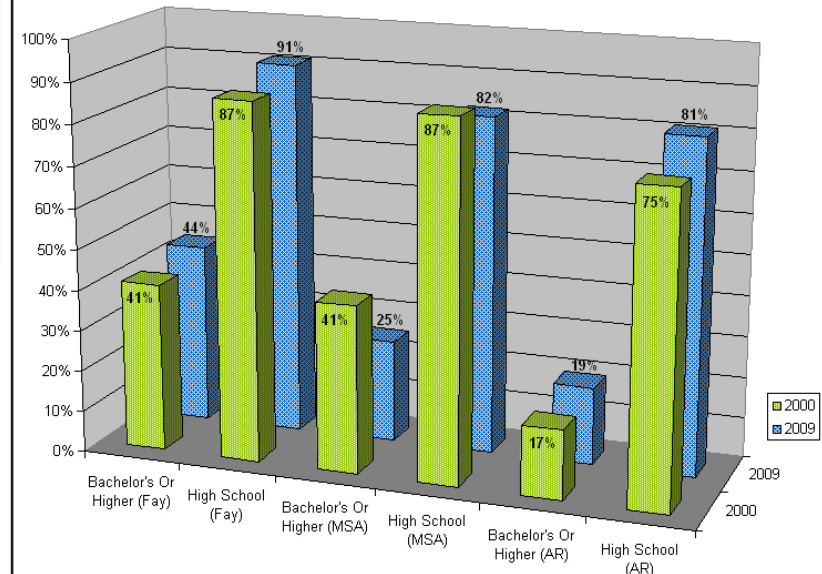
Educational attainment is relatively high in Fayetteville compared to all of Washington County and the State. Of the population in 2009, persons 25 years and over, 91 percent have a high school diploma compared to 82 percent and 81 percent for the MSA and State, respectively. Forty-four percent of the population have a college degree or higher.

In comparison, 25 percent of all persons 25 years and over in the MSA have a bachelor's or higher degree. For the entire State, the same degreed group comprises 19 percent.

3.7 Population Projections

The Northwest Arkansas Regional Planning Commission uses building permit data to develop future population estimates for the City of Fayetteville and it's planning area. The average number of dwelling units permitted between 1980 and 1994 was 575.1 per year. This average was used to project future population to the year 2020. Fayetteville is projected to grow by approximately 37,000 people, for a total population of 110,725 by the year 2030.

Educational Attainment (2009)



Source: American Community Survey 2009

TABLE 3.5
FUTURE POPULATION
Fayetteville and Planning Area (1990-2030)

Year	City of Fayetteville		Including Planning Area (Projected)
	Actual	Projected	
1990	42,247	42,247	50,620
1995	n/a	49,264	59,269
2000	58,047	56,429	67,900
2005	n/a	63,595	77,196
2010	73,580	70,760	87,228
2015	n/a	77,925	96,060
2020	n/a	85,090	104,893
2025	n/a	96,083	
2030	n/a	110,725	

Source: Northwest Arkansas Regional Planning Commission

